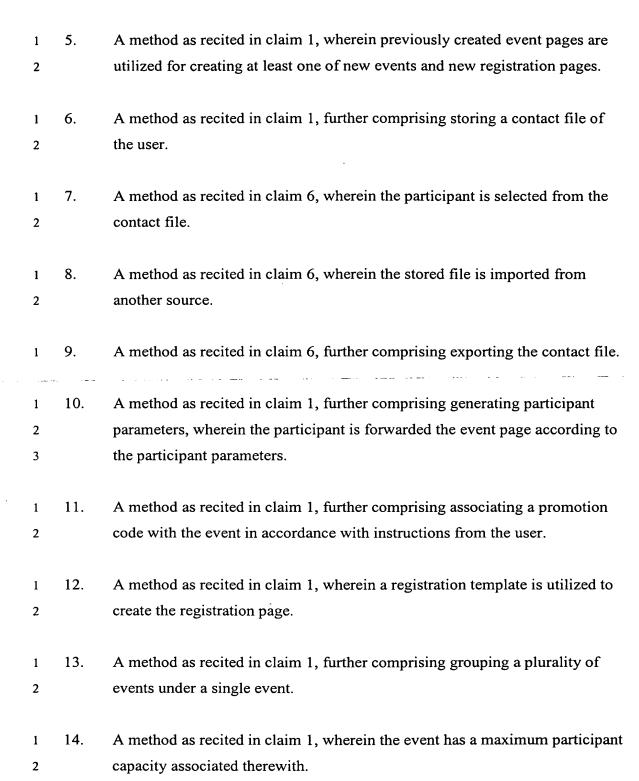
CLAIMS

What is claimed is:

1	1.	A method for providing enterprise event marketing and management			
2		automation comprising the steps of:			
3		(a)	providing a website including online tools for event marketing		
4			and management;		
5		(b)	allowing a user in communication with the website to create an		
6			event page and a registration page associated with an event		
7			utilizing the online tools, the event page including a link to the		
8			registration page;		
9		(c)	forwarding the event page to a participant to enable the		
10-			participant-to-establish communication with the registration page		
11			utilizing the link;		
12		(d)	forwarding the registration page to the participant to be completed		
13			and returned in response to the communication;		
14		(e)	receiving the registration page and in response thereto		
15			communicating a confirmation to the participant; and		
16		(f)	communicating to the user the information received from the		
17			participant in order to allow for event marketing and		
18			management.		
1	2.	A metho	d as recited in claim 1, further comprising associating a fee with the		
2		event.			
1	3.	A metho	d as recited in claim 2, wherein the fee for the event is requested		
2		from the participant in response to receiving the registration page.			
1	4.	A method	d as recited in claim 1, further comprising querying the participant		
2		for information associated with participant attendance to the event			



1	15.	A method as recited in claim 14, further comprising presenting the
2		participant with the option of being waitlisted where maximum capacity has
3		been reached.
1	16.	A method as recited in claim 14, wherein the user receives a notification
2		when a predetermined percentage of maximum participant capacity is
3		reached.
1	17.	A method as recited in claim 16, wherein the user is allowed to modify the
2		maximum participant capacity in response to the notification.
1	18.	A method as recited in claim 1, wherein the confirmation includes a ticket
2		for admission to the event.
1	19.	A method as recited in claim 1, further comprising generating a report about
2	19.	the event for at least one of the user and the participant.
1	20.	A method as recited in claim 19, wherein the report includes information
2		pertaining to at least one of budget, expenses, revenues, travel,
3		accommodations, participant information, event details, attendance details,
4		sub-organization, cross-events, profiling, scheduling, registration, change
5		between data conveyed on specified dates, and change between data
6		conveyed at specified times.
1	21.	A method as recited in claim 19, wherein the report may be generated
2		according to at least one of a schedule.
1	22.	A method as recited in claim 19, wherein the report includes at least one of
2		an ad hoc report and a canned report.

23. A method as recited in claim 1, further comprising providing the user with 1 2 data for tracking at least one of budget, expenses, and revenue. 24. A method as recited in claim 1, further comprising grouping one or more 1 events into event categories. 2 25. A method as recited in claim 1, further comprising providing to the 1 2 participant at least one of accommodation information and travel 3 information. 26. A method as recited in claim 1, further comprising organizing participants 1 into groups. 2 A method as recited in claim 1, further-comprising assigning a type to a 1 2 participant. 28. A method as recited in claim 1, further comprising providing at least one of 1 specified travel and accommodations according to participant type. 2 29. A method as recited in claim 1, further comprising assigning a login to the 1 2 participant. 30. A method as recited in claim 1, further comprising forwarding a survey to 1 2 the participant. A method as recited in claim 1, further comprising receiving information 1 31. 2 related to a guest of the participant on the registration page. 32. A method as recited in claim 1, wherein travel can be arranged utilizing an 1

online booking system.

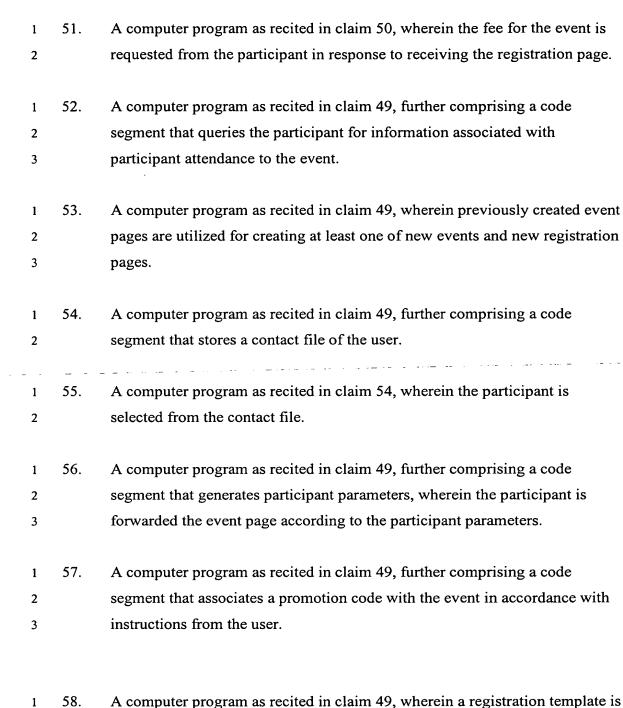
33. A system for providing a system and method for enterprise event marketing 1 2 and management automation: (a) means for providing a website including online tools for event 3 marketing and management; 4 (b) means for allowing a user in communication with the website to 5 create an event page and a registration page associated with an 6 7 event utilizing the online tools, the event page including a link to the registration page; 8 9 (c) means for forwarding the event page to a participant to enable the participant to establish communication with the registration page 10 utilizing the link; 11 (d) means for forwarding the registration page to the participant to be 12 13 completed and returned in response to the communication; means for receiving the registration page and in response thereto _14 _(e) .communicating a confirmation to the participant; and 15 means for communicating to the user the information received **(f)** 16 from the participant in order to allow for event marketing and 17 18 management. 34. A system as recited in claim 33, further comprising means for associating a 1 2 fee with the event. 35. A system as recited in claim 34, wherein the fee for the event is requested 1 2 from the participant in response to receiving the registration page. 36. A system as recited in claim 33, further comprising means for querying the 1 2 participant for information associated with participant attendance to the event. 3 1 37. A system as recited in claim 33, wherein previously created event pages are utilized for creating at least one of new events and new registration pages. 2

reached.

38. A system as recited in claim 33, further comprising means for storing a 1 contact file of the user. 2 39. A system as recited in claim 38, wherein the participant is selected from the 1 2 contact file. 40. A system as recited in claim 33, further comprising means for generating 1 2 participant parameters, wherein the participant is forwarded the event page according to the participant parameters. 3 41. A system as recited in claim 33, further comprising means for associating a 1 2 promotion code with the event in accordance with instructions from the user. A system as recited in claim 33, wherein a registration template is utilized to 42. 1 create the registration page. 2 43. A system as recited in claim 33, further comprising means for generating a 1 report about the event for at least one of the user and the participant. 2 A system as recited in claim 33, wherein the event has a maximum 1 44. participant capacity associated therewith. 2 1 45. A system as recited in claim 44, further comprising means for presenting the participant with the option of being waitlisted where maximum capacity has 2 been reached. 3 46. A system as recited in claim 44, wherein the user receives a notification 1 when a predetermined percentage of maximum participant capacity is 2

47. A system as recited in claim 46, wherein the user is allowed to modify the 1 2 maximum participant capacity in response to the notification. 48. A system as recited in claim 33, wherein the confirmation includes a ticket 1 for admission to the event. 2 49. 1 A computer program embodied on a computer readable medium for 2 providing enterprise event marketing and management automation 3 comprising: a code segment that provides a website including online tools for (a) 4 event marketing and management; 5 (b) a code segment that allows a user in communication with the 6 website to create an event page and a registration page associated 7 with an event-utilizing the online tools, the event page including a 8_ link to the registration page; 9 (c) a code segment that forwards the event page to a participant to 10 enable the participant to establish communication with the 11 registration page utilizing the link; 12 13 (d) a code segment that forwards the registration page to the participant to be completed and returned in response to the 14 communication; 15 a code segment that receives the registration page and in response 16 (e) thereto communicating a confirmation to the participant; and 17 18 (f) a code segment that communicates to the user the information 19 received from the participant in order to allow for event marketing and management. 20 50. A computer program as recited in claim 49, further comprising a code 1

segment that associates a fee with the event.



utilized to create the registration page.

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1	59.	A computer program as recited in claim 49, further comprising a code
2		segment that generates a report about the event for at least one of the user
3		and the participant.
1	60.	A computer program as recited in claim 49, wherein the event has a
2		maximum participant capacity associated therewith.
1	61.	A computer program as recited in claim 60, further comprising a code
2		segment that presents the participant with the option of being waitlisted
3		where maximum capacity has been reached.
1	62.	A computer program as recited in claim 60, wherein the user receives a
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2		notification when a predetermined percentage of maximum participant
3		_capacity is reached.
1	63.	A computer program as recited in claim 62, wherein the user is allowed to
2		modify the maximum participant capacity in response to the notification.

A computer program as recited in claim 49, wherein the confirmation

includes a ticket for admission to the event.